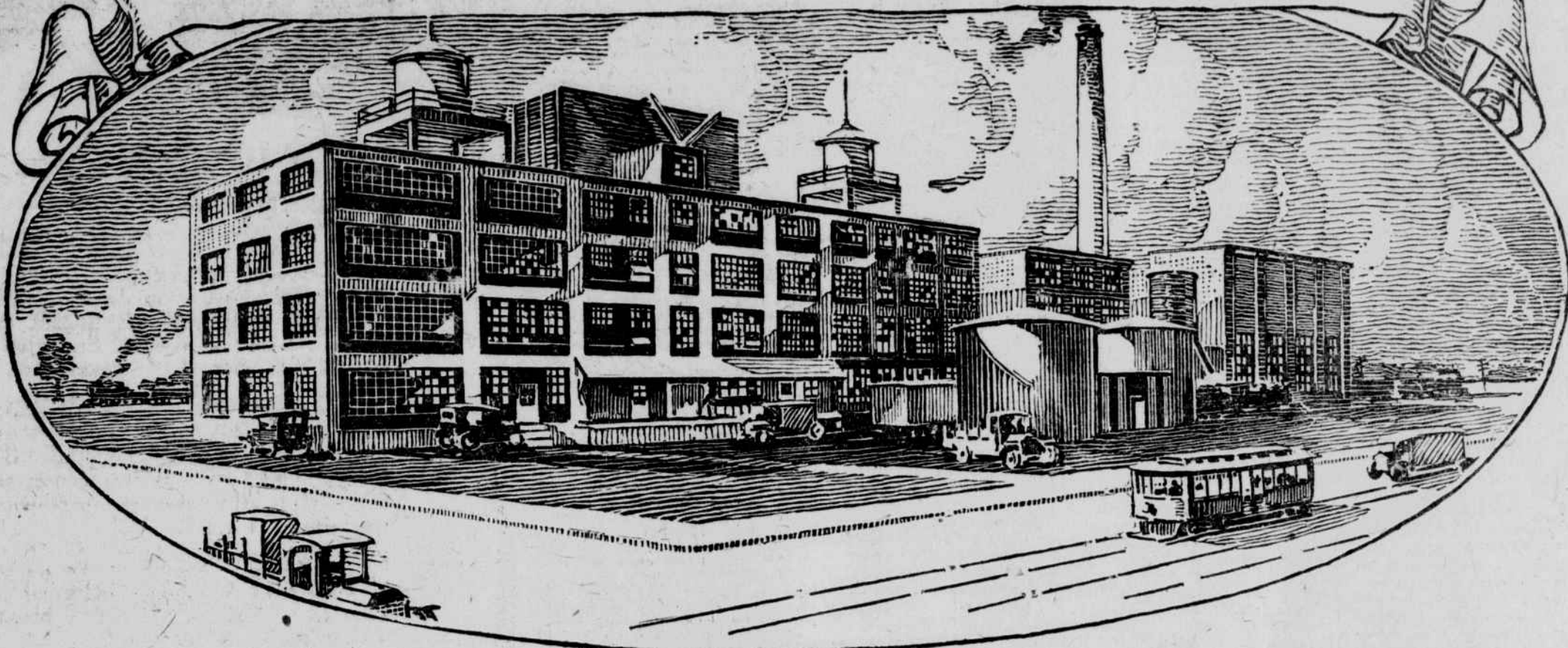


OUR NEW VITAMIN EXTRACTION PLANT



Here's the Evidence of Our Faith in Vitovim Bread!

We have spent more than \$1,500,000 to make this loaf a reality

The Discovery of VITAMINS

WILEY, Atwater and their co-workers established the chemical composition and the energy or caloric value of foods. Following the pioneer lead of the Dutch physician, Eijkman, Hopkins of England is given the credit by his scientific associates for, in the language of Dr. Sherman of Columbia University, "having first made clear that natural food contains and normal nutrition requires some other substance or substances besides proteins, fats, carbohydrates and mineral matter." He was the first to produce an extract of the substances in food required for growth. Following his work almost simultaneously, Osborne and Mendel, McCollum and Davis, and Funk announced similar discoveries. Dr. Funk named these growth-promoting and health-producing substances "vitamins."

Leading Universities, agricultural experiment stations and scientific institutions here and abroad, the United States Public Health Service and Bureau of Chemistry, already doing pioneer work in the field of food nutrition—organized thorough plans for research. Among the foremost of those whose unselfish work has added to the newer knowledge of nutrition, in addition to the pioneers mentioned, are:

Drummond	Hale	McCarrison
Dutcher	Hart	Rose
Eddy	Hess	Sherman
Emmett	Howe	Steenbock
Forbes	Johns	Voegtlin
Goldberger	Jones	Zilva
	Kastle	

Independent researches have been conducted in many laboratories. Great numbers of feeding tests have been made, under standards for scientific technique accepted as correct. Animal feeding tests have been followed by human feeding tests. The results show that the food substances called "vitamins" are necessary for health, growth and vigor and must be contained in the make-up of a dependable diet.

VITOVIM BREAD Contains:

- 1—Proteins of superior food value for growth and strength.
- 2—A well-balanced variety of body building salts for bones and teeth.
- 3—Liberal amounts of Vitamine A and B.
- 4—Food elements needed by the nursing mother and growing child.
- 5—Abundant energy at low cost.
- 6—Compelling flavor.

THE cost of erecting and equipping this great new Vitamin Extraction Plant represents only a portion of the vast amount of money expended by the Ward Baking Company in their successful effort to produce a delicious, creamy white wheat loaf that would be an all-around food. Before you were asked to buy a single loaf of WARD'S VITOVIM BREAD, the Ward Baking Company had spent more than \$1,500,000 in scientific research and in building and equipping this great plant—the first of its kind in the world.

We have established also a new process evaporation plant providing our own source of supply for the rich whole milk solids used in this bread. Literally nothing has been left undone to insure delivery to the public of a product uniform in all of the high qualities which have been developed in this new loaf.

Why This Creamy White Super-Bread Was Created

The development of VITOVIM BREAD has a close connection with vitamins which you have been hearing so much about. Vitamins, you may know, are recently discovered elements of food which hundreds of feeding tests conducted in our own and many other laboratories have proved to be an indispensable part of our diet.

Vitamins have always existed in certain foods. Foods are the natural source of vitamins. We have always eaten them—a well-balanced diet supplies a sufficiency of vitamins. But oftentimes we do not eat a well-balanced diet. In that case we fail to get our share of these essential substances and in consequence our vitality is lessened, we lack energy and vigor.

Up to this time white bread, including home-made bread, has been decidedly deficient in vitamins. It was the idea of introducing them together with the valuable proteins and the natural mineral nutrients from the germ or heart of the wheat—a part of the wheat berry which is discarded from white flour in milling—that led to the perfection of this marvelous loaf. It was an effort to produce in a white bread a truly all-around food.

In making WARD'S VITOVIM BREAD all the treasures of the wheat berry are restored to the white flour—not only vitamins but other important parts of the wheat, and these nutritious wheat foods are reinforced by the valuable vitamins and proteins of rich, whole milk.

Feeding Tests Prove Our Claims

Long continued animal feeding tests by scientists of our leading universities have proved the great nutritional value of this super loaf, and pronounce it the first perfect white bread. You will be interested to know that in these feeding tests, with nothing more than VITOVIM BREAD and water, various experimental animals were raised to full growth and maturity, to breed and reproduce even to the third and fourth generation. There never was a home-made loaf or any other loaf that could accomplish the same result.

In this bread—one of the most remarkable food products ever developed—are the essential factors of a well-balanced diet. You owe it to your family and to yourself to provide such food. WARD'S VITOVIM BREAD saves you most of the trouble of figuring out for yourself just what constitutes a well-balanced

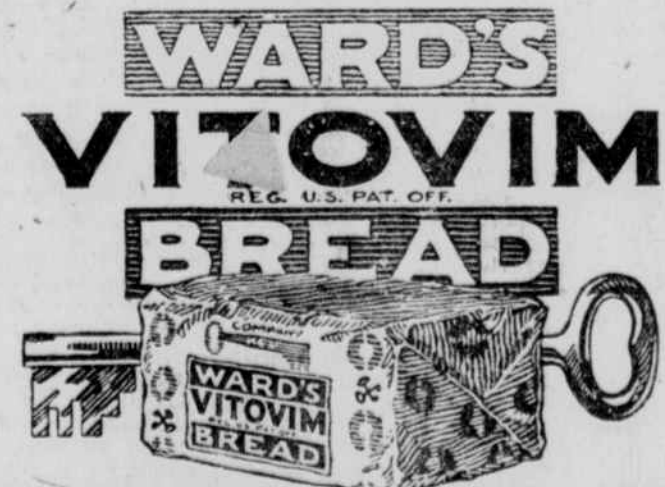
diet. It has been perfected by food experts for that very purpose.

A "100% Plus" Milk-Loaf—Nutritious and of Appetizing Tastiness

WARD'S VITOVIM BREAD is a loaf richer in milk than any bread heretofore made—richer even than the finest home-made bread. It insures you a normal supply of the most important vitamins and aids you in guarding against the effects of a badly balanced diet. It supplies the needful food elements to keep you in health and to nourish the growing young bodies of children.

If you could see the startling results of our feeding tests you would be as enthusiastic as we are about the nourishing qualities of VITOVIM BREAD. You would start using it today and stick to it for life. But remember that VITOVIM is not simply a bread that is good for you, it is a bread that is very good to eat. It has the most captivating flavor imaginable. A creamy white delight to the eye—an appetizing, satisfying food.

Sign up to eat it daily for at least three months. Send your order to your neighborhood dealer. Make VITOVIM the basis of your daily diet. It will pay you both in health and pocket.



THE KEY TO HEALTH

All competitive breads, including home-made bread, are challenged to equal its nutritional value by public tests!

Ask your neighborhood dealer today for a loaf of WARD'S VITOVIM BREAD

Every statement made in this advertisement was first submitted to the critical review of several of the world's experts in nutrition

WARD BAKING COMPANY